APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/864,551	05/23/2001	Dobronsky Oren	LOJM-9992	3093

20277	7590	12/27/2005

MCDERMOTT WILL & EMERY LLP
600 13TH STREET, N.W.
WASHINGTON, DC 20005-3096

EXAMINER
VU, THANH T

ART UNIT	PAPER NUMBER
2174	

DATE MAILED: 12/27/2005

Please find below and/or attached an Office communication concerning this application or proceeding.

<table>
<tr>
<td rowspan="2" colspan="2">Office Action Summary</td>
<td>Application No.</td>
<td>Applicant(s)</td>
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<td>09/864,551</td>
<td>OREN ET AL.</td>
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<td>Thanh T. Vu</td>
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-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE <u>3</u> MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.
- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133).
  Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

1)☒ Responsive to communication(s) filed on *10/03/2005*.

2a)☐ This action is **FINAL**.   2b)☒ This action is non-final.

3)☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle,* 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

4)☒ Claim(s) *1 and 3-33* is/are pending in the application.

     4a) Of the above claim(s) _____ is/are withdrawn from consideration.

5)☐ Claim(s) _____ is/are allowed.

6)☒ Claim(s) *1, and 3-33* is/are rejected.

7)☐ Claim(s) _____ is/are objected to.

8)☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

9)☐ The specification is objected to by the Examiner.

10)☐ The drawing(s) filed on _____ is/are: a)☐ accepted or b)☐ objected to by the Examiner.

     Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).

     Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).

11)☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

12)☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).

     a)☐ All   b)☐ Some * c)☐ None of:

        1.☐ Certified copies of the priority documents have been received.

        2.☐ Certified copies of the priority documents have been received in Application No. _____.

        3.☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

     * See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

1)☒ Notice of References Cited (PTO-892)

2)☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)

3)☐ Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08)
     Paper No(s)/Mail Date _____.

4)☐ Interview Summary (PTO-413)
     Paper No(s)/Mail Date. _____.

5)☐ Notice of Informal Patent Application (PTO-152)

6)☐ Other: _____.

DETAILED ACTION

This communication is responsive to Amendment, Filed 10/03/2005.

Claims 1, 3-33 are pending in this application.

Claim Rejections - 35 USC § 103

The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all

obviousness rejections set forth in this Office action:

> (a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in
> section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are
> such that the subject matter as a whole would have been obvious at the time the invention was made to a person
> having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negatived by the
> manner in which the invention was made.

Claims 1, 3-33 rejected under 35 U.S.C. 103(a) as being unpatentable over Shafron (WO

00/25239), and Furst (U.S. Pat. No. 6,297,819).

Per claim 1, Shafron teaches a method for presenting graphic and other information in a

toolbar area of a browser, the method comprising:

providing a plug-in for installation in a browser, the plug-in comprising programming

instructions for (fig. 5, 520; pg. 14, lines 20-24):

displaying a user-selectable button in the toolbar area of browser (fig. 4; pg. 14, lines 1-

6);

wherein the user-selectable button includes at least one of graphic information and a text

label, the user-selectable button for directing a user to at least one web site corresponding to the

text label (pg. 3, lines 16-20; pg. 41, lines 12-18); and

updating the graphical information and the text label dynamically (pg. 2, line 19 – pg. 3,

lines line 3; pg. 5, lines 1-15; pg. 16, lines 5-20; pg. 42, lines 10-19), but does not teach updating

the graphical information and the text label dynamically based on a web site that is being

accessed via the browser. However, Furst teaches updating the graphical information and the

text label dynamically based on a web site that is being accessed via the browser (col. 1, lines –

col. 2, lines 4). Therefore, it would have been obvious to one of ordinary skill in the art at the

time of the invention to include the teaching of Furst in the invention of Shafron in order to

enable a user to obtain and interact with context sensitive services and information based on the

user's browsing activity.

Per claim 3, Shafron teaches the method of claim 1, the graphic information including text

information (fig. 4, pg. 14, lines 1-6).

Per claim 4, Shafron teaches the method of claim 1, the graphic information

corresponding to content of the web site that is being accessed by the browser (pg. 2, line 19 –

pg. 3, lines line 3; pg. 5, lines 1-15; pg. 16, lines 5-20; pg. 42, lines 10-19).

Per claim 5, Shafron teaches the method of claim 1, wherein a selection of the button

results in a presentation of links to at least one web site related to the text label (fig. 4, pg. 41,

lines 12-18).

Per claim 6, Shafron teaches the method of claim 1, wherein a selection of the button

results in the browser being directed to a web site having content related to the text label of the

button (fig. 4, pg. 3, lines 16-20; pg. 41, lines 12-18).

Per claim 7, Shafron teaches the method of claim 1, the graphic information including an

advertisement (fig. 5; advertisement 6).

Per claim 8, Shafron teaches the method of claim 1, further comprising:

updating the text label based on an additional factor other than the web site being

accessed via the browser (pg. 2, line 19 – pg. 3, lines line 3; pg. 5, lines 1-15; pg. 16, lines 5-20;

pg. 42, lines 10-19).

Per claim 9, Shafron teaches the method of claim 8, the additional factor comprising an

attribute of a user of the browser (pg. 16, lines 5-20; pg. 42, lines 10-19).

Per claim 10, Shafron teaches the method of claim 1, said updating further comprising

updating an appearance of the button based on the web site being accessed by the browser (pg. 2,

line 19 – pg. 3, lines line 3; pg. 5, lines 1-15; pg. 16, lines 5-20; pg. 42, lines 10-19).

Per claim 11, Shafron teaches a method for dynamically updating an attribute of a

browser via a plug-in, the method comprising:

providing graphic information in a toolbar area of a browser (fig. 4), but does not teach

updating the graphic information based on a web site that is being accessed via the browser,

However, Furst teaches updating the graphic information based on a web site that is being

accessed via the browser (col. 1, lines –col. 2, lines 4). Therefore, it would have been obvious to

one of ordinary skill in the art at the time of the invention to include the teaching of Furst in the

invention of Shafron in order to enable a user obtain and interact with context sensitive services

and information based on the user's browsing activity..

Per claim 12, Shafron teaches the method of claim 11, the graphic information further

comprising a user- selectable button that includes a text label, the button for directing a user to at

least one web site corresponding to the text label (pg. 3, lines 16-20; pg. 41, lines 12-18).

Per claim 13, Shafron teaches the method of claim 12, wherein the text label is updated based on the web site that is being accessed via the browser (pg. 2, line 19 – pg. 3, lines line 3; pg. 5, lines 1-7).

Claim 14-16 are rejected under the same rationale of claims 3-4 and 8 respectively.

Claims 17-19 are rejected under the same rationale of claims 11-13 respectively.

Claims 20-21 are rejcted under the same rationale of claims 16 and 15 respectively.

Claim 22 is rejected under the same rationale of claim 17.

Per claim 23, Shafron teaches a method for updating a user-selectable button is displayed in a toolbar area of a browser, the method comprising:

retrieving from a database at least one of graphical information and a text label associated with an identifier (pg. 41, lines 1-23); and

sending the at least one of the graphical information and the text label to the client for dynamically updating the displayed user-selectable button (pg. 2, line 19 – pg. 3, lines line 3; pg. 5, lines 1-15; pg. 16, lines 5-20; pg. 42, lines 10-19), but does not teach receiving, from a client, an identifier based on the web site that is being accessed via the browser. However, Furst teaches receiving, from a client, an identifier based on the web site that is being accessed via the browser (col. 1, lines –col. 2, lines 4). Therefore, it would have been obvious to one of ordinary skill in the art at the time of the invention to include the teaching of Furst in the invention of Shafron in order to enable a user obtain and interact with context sensitive services and information based on the user's browsing activity.

Per claim 24, Shafron teaches the method of claim 23, further comprising:

Retrieving from the database a set of links associated with the identifier (fig. 6; pg. 14, line 16 – pg. pg. 18, line 18 – pg. 19, line 10; pg. 41, lines 1-23) and sending the set of links to the client for display in response to activation of the user selectable button (pg. 2, line 19 – pg. 3, lines line 3; pg. 5, lines 1-15; pg. 16, lines 5-20; pg. 42, lines 10-19).

Per claim 25, Shafron teaches the method of claim 24, wherein the set of links is displayed outside the toolbar area of the browser in a pop-up window of the browser (pg. 21, lines 10-14).

Per claim 26, Shafron teaches wherein the identifier comprises a uniform resource locator (pg. 14, lines 13-16; pg. 35, lines 10-24; pg. 38, lines 7-11).

Per claim 27, Shafron teaches the method of claim 23, wherein the identifier comprises at least one keyword associated with content display by browser (pg. 35, lines 10-24; pg. 38, lines 7-11).

Claim 28 is rejected under the same rationale as claim 23.

Per claim 29, Shafron teaches the method of claim 28, wherein the configuration is configured to display graphic information in a toolbar area of the browser (fig. 4; pg. 36, lines 5-12; pg. 3, lines 15-20).

Per claim 30, Shafron teaches the method of claim 28, wherein the configuration is configured to display user-selectable button in a toolbar area of the browser, the user selectable button including at least one of graphic information and text information (fig. 4; pg. 3, lines 15-20; pg. 14, lines 1-6).

Claims 31-33 are rejected under the same rationale as claims 25-27 respectively.

Response to Arguments

Applicant's arguments with respect to the amendment have been considered but are moot

in view of the new ground(s) of rejection.

Inquiries

Any inquiry concerning this communication or earlier communications from the

examiner should be directed to Thanh T. Vu whose telephone number is (571) 272-4073. The

examiner can normally be reached on Mon-Thur and every other Fri 8:30 AM - 6:00 PM.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's

supervisor, Kristine L. Kincaid can be reached on (571) 272-4063. The fax phone number for

the organization where this application or proceeding is assigned is 703-872-9306.

Information regarding the status of an application may be obtained from the Patent

Application Information Retrieval (PAIR) system. Status information for published applications

may be obtained from either Private PAIR or Public PAIR. Status information for unpublished

applications is available through Private PAIR only. For more information about the PAIR

system, see http://pair-direct.uspto.gov. Should you have questions on access to the Private PAIR

system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

T. Vu

KRISTINE KINCAID
SUPERVISORY PATENT EXAMINER
TECHNOLOGY CENTER 2100